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ESTABLISHING A COMPANY IN FINLAND
- Manufacturing and import of wooden products

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<p>The objective of the thesis was to explain the concept of entrepreneurship in general and compare it to the situation in Finland. It was crucial to describe the various steps which need to be taken before setting up one's own company, to present the formal procedures and documents required by Finnish authorities as well as to provide information about assistance and guidance for entrepreneurs which can be obtained from public organisations and private companies.</p> <p>The approach towards the subject is from the perspective of a foreign student living in Finland. The thesis demonstrates both the theoretical approach based on literature as well as relevant sources, and the author's own experiences. Various opportunities and problems which occurred during research process are evoked and demonstrated.</p>		

Key words Entrepreneurship, process of establishing a business in Finland, start-up formalities and procedures, perspective of a foreigner
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PREFACE

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CONTENTS

1 INTRODUCTION	1
2 THEORETICAL FRAMEWORK	3
2.1 Entrepreneurship as a concept	3
2.2 Entrepreneurship in Finland	4
2.3 Different forms of entrepreneurship	6
2.3.1 Active business continuation	6
2.3.2 Franchise	6
2.3.3 Part-time entrepreneurship	7
2.3.4 Forms of business	7
2.4 Tools used at early stages	9
2.4.1 SWOT analysis	9
2.4.2 Business plan	10
2.5 Start-up grants	11
2.5.1 Te-services & ELY-keskus	11
2.5.2 Leader Group	12
2.6 Organizations and companies which help entrepreneurs	13
2.6.1 Enterprise Finland	13
2.6.2 Business Oulu	14
2.6.3 InnoVeturi	14
2.6.4 Ylivieska technology park (YTEK)	14
2.7 Forms and procedures needed to register a company in Finland	15
2.8 Taxation	17
2.8.1 Value added tax (VAT)	17
2.8.2 Income taxation in different business forms	17
2.8.3 Tax account	18
2.9 Self-employed persons' pension insurance (YEL)	19
3 MANUFACTURING AND IMPORT OF WOODEN PRODUCTS	21
3.1 Development of the business idea	21
3.2 Market research and customer analysis	22
3.3 Determination of products and services	24
3.4 Investigation of processes existing in the company	24
3.5 Calculations and forecasts	25

4 CONCLUSIONS.....	30
REFERENCES	32

GRAPHS

GRAPH 1. Business costs in a year (adopted from Yritys Tulkki 2015.).....	27
GRAPH 2. Profit and loss statement with two years' forecast.....	29

TABLES

TABLE 1. EU classification of enterprises (adopted from Carter & Jones-Evans 2006, 9-10.).....	4
TABLE 2. GDP – per capita (PPP) in 2014 in selected countries (adopted from Central Intelligence Agency 2015.)	5
TABLE 3. Example of a SWOT analysis.....	10
TABLE 4. Establishment documents and prices of registration according to form of business (adopted from The Register price list – handling fees 2015.).....	16
TABLE 5. Simulation of YEL insurance premiums.....	20

1 INTRODUCTION

Setting up one's own company was an idea which started during studies at Centria University of Applied Sciences in Ylivieska in Finland. While attending various lectures and company visits, completing theoretical and practical assignments as well as discussing with teachers, colleagues and professionals, numerous ideas were taken into account and the concept of entrepreneurship developed to reach the final form of the subject which was an inspiration for this thesis.

The author noticed that it would be a perfect closure of the studies to complete the thesis on the topic of entrepreneurship, research possibilities for a new company and smoothly transfer from a student's life into working life as a self-employed entrepreneur.

Different tests and assessment of one's own skills and capabilities helped to discover personal characteristics which would be essential and supportive in running one's own business. It was noted that entrepreneurship would be challenging but not impossible. Being a people-oriented person with strong communicational skills and knowledge of languages could support making new business connections and expanding the network. Hard work, creativity, taking the responsibility and dedication to details were factors believed to influence the success. From the perspective of a foreigner in Finland, entrepreneurship could be the beginning of a career and a way of supporting oneself and the family as finding a job in an existing company is difficult also for Finns who are more attractive candidates for potential employers.

Although there are many sources available from which it is possible to find information about entrepreneurship, the author wanted to deepen her own knowledge on the subject and systematize thoughts and ideas which resulted in providing a reliable theoretical and practical guide from the perspective of a foreign student in Finland. The acquired information concerned the local market rather than the whole country, yet the data collected could be beneficial for inhabitants of other areas than the city of Ylivieska.

The references used in the thesis consist of various literature such as books and articles about entrepreneurship together with materials available online. The websites of Finnish authorities provided with the most up-to-date information about the procedures needed when establishing a company, the key figures about the economic situation in Finland and the current rates used in business life. Moreover, personal interviews with experts and experienced entrepreneurs contributed with additional data and helped to search for the information in the right places. Together with the mentioned sources, the author's own knowledge obtained during studies and research was used.

In the following chapters, the author describes the process of establishing a company in Finland, presents general theory behind it and shares her own experiences gained during investigation and research for a real life company which is planned to be established in the nearest future.

2 THEORETICAL FRAMEWORK

Establishing one's own company requires a large amount of work input, time spent on research and analysis as well as patience and persistence in achieving one's own goals. In this chapter, the theory of entrepreneurship in general is presented, various definitions are evoked and the classification of companies is shown. Furthermore, the economic situation in Finland is discussed and numerous statistical data as well as various forms of entrepreneurial activity are provided. In the following sections, the information about practical tools, which are advised to be used at an early stage of setting up one's own business can be found as well as guidelines for obtaining funds and help from private companies and public organizations. Additionally, the formal procedures and documentation needed when registering a company are explained together with taxation matters and obligatory insurance for entrepreneurs. Hopefully, the outcome presented below will be of use for students and foreigners who plan to set up a business in Finland.

2.1 Entrepreneurship as a concept

According to Oxford Advanced Learner's Dictionary, entrepreneurship is the ability to earn money by establishing or running business and taking the risks, particularly financial ones, involved in the process. (Oxford Advanced Learner's Dictionary 2015.) This definition is very brief and gives only the basic idea about a very broad subject. In Business Dictionary, the term is described a little more precisely as not only the general principle of making profit and taking risks is stated, but also the continuous development and innovation are highlighted. (Business Dictionary 2015.) When looking for a more complex definition and etymology, it is possible to find that the word "entrepreneur" originates from French "Entreprendre" which literally means to undertake or begin something. In relation to economic undertakings it was used for the first time by Richard Cantillon in 17th century. (Havinal 2009, 95.) In other sources, the most important quality of entrepreneurship is taking advantage of opportunities and establishment of new methods and products. (Valerio, Parton & Robb 2014, 17.) In conclusion, entrepreneurship can

be defined as starting and developing an innovative, opportunity driven business, facing the risks involved and making the profit on operations.

In the European Union (EU) companies in general can be divided into micro, small, medium-sized and large enterprises. The classification depends on the number of employees or the turnover of the organization. Micro enterprises are the ones which employ up to 9 people or have a turnover up to 2 000 000€. Small enterprises employ from 10 – 49 people and have a turnover up to 10 000 000€. Medium-sized enterprises are companies which employ from 50 – 249 people or have a turnover up to 50 000 000€. The companies which employ more than 250 people and have a turnover exceeding 50 000 000€ are considered to be large enterprises. (Carter & Jones-Evans 2006, 9-10.) See TABLE 1.

TABLE 1. EU classification of enterprises (adopted from Carter & Jones-Evans 2006, 9-10.)

Enterprise classification	Number of employees	Maximum turnover
Micro	1-9	€ 2 000 000
Small	10-49	€ 10 000 000
Medium-sized	50-249	€ 50 000 000
Large	>250	> € 50 000 000

2.2 Entrepreneurship in Finland

Finland is considered to be a developed and innovation-driven economy with high Gross Domestic Product (GDP) – per capita (Purchasing Power Parity (PPP)) which equals to \$ 40 500 in 2014. GDP is the most common indicator of economic growth and compared with PPP gives the average amount of money spent during the year by an individual in a certain country. Finland's GDP – per capita (PPP) is above the European Union's average and comparable to other strong economies of the world. See TABLE 2. (Central Intelligence Agency. The World Factbook 2015.)

TABLE 2. GDP – per capita (PPP) in 2014 in selected countries (adopted from Central Intelligence Agency 2015.)

Country	USA	Germany	Finland	European Union
GDP – per capita (PPP) in 2014	\$ 54 800	\$ 44 700	\$ 40 500	\$ 38 300

In the recent years, the unemployment rate in Finland has been rising to reach 8,3% in 2015. (Unemployment rate 2015.) Two years before, in 2013 the unemployment rate of the whole country was 8,2% while in the region of Northern Ostrobothnia the rate was 9,9%. From the total population of Finland aged from 15-74 which equals to 4 087 000 people, a total of 330 000 were self-employed. (Statistical Yearbook of Finland 2014, 396.)

Even though the situation in Finland is in favour of entrepreneurship, according to a survey made by researchers of Global Entrepreneurship Monitor (GEM) only around 40% of respondents in Finland consider establishing one's own business as a good choice for one's own career but more than 80% associates well performing entrepreneurs with their high position in the society. (Singer, Amoros & Moska 2014, 30.)

In 2013 there was a total number of 283 290 companies in Finland excluding agriculture, forestry and fishing. Altogether 0,2% of them were considered as large which equals to a number of 588 enterprises, 0,9% were medium-sized which equals to a number of 2 592 enterprises, 5,5% were small which equals to 15 675 enterprises and 93,4% of companies were micro which equals to a number of 264 435 enterprises. (The Federation of Finnish Enterprises 2015.) The statistics above indicate that a great majority of companies in Finland employ fewer than 50 people and Small and Medium Enterprises (SME) play a significant role in Finnish economy.

In order to establish a company in Finland, one needs to be a resident of the European Economic Area. The nationality of the entrepreneur is not decisive in case of establishing a business but the permanent residence is. A person who is not a resident of the European Economic Area, requires a trade permit which may be

granted by the National Board of Patents and Registration. In general partnership and limited partnership, only one partner is required to be the resident of the European Economic Area. For a non-resident of the European Economic Area, entering the partnership with a resident of the European Economic Area may be the possibility to establish a business without the trade permit. (Holopainen 2009, 13-62.)

2.3 Different forms of entrepreneurship

There are various forms of entrepreneurship to be considered. Establishing a new company is not the only possible option if one wants to become an entrepreneur. Nevertheless, the aim of the thesis is to focus on establishing a new company hence other forms of entrepreneurial activity are mentioned shortly.

2.3.1 Active business continuation

It is possible to buy or inherit an existing company although before one decides to pursue with this form of business, a careful assessment needs to be done. Not only the financial state of the enterprise and selling price has to be checked, but also an analysis of current operations needs to be made and a plan for the future developed. (Many ways to become an entrepreneur 2015.)

2.3.2 Franchise

Franchise is a company operating according to the model established and tested by the owner of the whole chain of companies. A contract is signed between franchiser and the entrepreneur for a fixed period of time and in exchange for financial compensation, it is possible to get support from franchiser, use know-how and trademarks as well as marketing materials provided. Depending on the chain, different level of independence may be given to the entrepreneur. (Many ways to become an entrepreneur 2015.)

Examples of franchise enterprises are companies known world-wide such as Avis, McDonalds or Subway as well as Finnish companies such as R Kioski, Koti Pizza or LähiTapiola.

2.3.3 Part-time entrepreneurship

It is possible to become an entrepreneur while being employed in another company or studying at the same time. Usually part-time entrepreneurs operate in the form of private entrepreneur (see chapter 2.3.4.). It is important to remember that part-time entrepreneurship influence personal taxation and the rates of pension or unemployment insurances. (Many ways to become an entrepreneur 2015.)

2.3.4 Forms of business

Private entrepreneur

A natural person who is an inhabitant of the European Economic Area can become a private entrepreneur in Finland. He or she can work alone and make all the decisions or work together with the spouse. To establish the company, big capital is not required but the entrepreneur is responsible for the business with the personal property. In order to get the money from the business, funds need to be withdrawn as private withdrawals because wages and salaries are not paid. That is why part of the earnings can be taxed as capital income and part as earned income. This form of business is adequate and suitable for family businesses. (Holopainen 2009, 13-62; Form of business 2015.)

General partnership

To establish a general partnership, at least two responsible (general) partners are needed and they are acting as the company's founders. A founder can be natural or legal persons as well as another general partnership. Partners' investments are the capital of the company, there is no minimum amount of capital and no need for cash input as work input is sufficient. The partners are responsible for the business with their personal property. In order to get the money from the business, funds are

withdrawn as private withdrawals, wages are paid and profit shares distributed. After the profit is distributed between the partners, it is taxed as in the case of a private entrepreneur – part of the earnings can be taxed as capital income and part as earned income. This form of business is adequate and suitable for SMEs. (Holopainen 2009, 13-62; Form of business 2015.)

Limited partnership

To establish a limited partnership, at least one responsible (general) partner and one silent partner are needed and they are acting as the company's founders. At least one founder has to be a legal person. The general partner is making the decisions and is responsible for the business with the personal property. He or she does not need to bring cash input as work input is sufficient. The silent partner should invest cash or other capital input but there is no minimum amount of capital. His or her liability for the debts is limited to the amount of capital invested. In order to get the money from the business, the responsible partner can get wages, profit share or make private withdrawals. The silent partner gets only profit share. After the profit is distributed between the partners, it is taxed as in the case of private entrepreneur – part of the earnings can be taxed as capital income and part as earned income. This form of business is adequate and suitable for SMEs. (Holopainen 2009, 13-62; Form of business 2015.)

Limited company

To establish a limited company, one or more founding subscribers of shares are needed. Subscribers of shares have to be natural or legal persons. There are two types of limited companies: private limited liability company and public limited liability company. The share capital for private limited liability companies is 2 500€, and for public limited liability companies it is 80 000€. Decisions in the company are made by the General Meeting, Board of Directors and Managing Director. The owners are responsible for liabilities with the amount of share capital they have. In order to get the money from the business, shareholders get dividend income and wage income depending on their work effort. Limited companies have to pay 20% taxes. This form of business is adequate and suitable for companies where capital is required. (Holopainen 2009, 13-62; Form of business 2015.)

Co-operative

To establish a co-operative, at least three people who are natural or legal persons are needed. Decisions in the co-operative are made democratically and each member has a vote. There is no minimum amount of capital set but equal participation shares are distributed among the members who are responsible for liabilities with the number of the participation shares they have. In order to get money from the business, members get interest, returns of surplus, compensation or wage income. Co-operatives have to pay 20% taxes. This form of business is adequate and suitable when the aim is to provide services to the members, not to seek the highest possible profit. (Holopainen 2009, 13-62; Form of business 2015.)

2.4 Tools used at early stages

As the idea for one's own company is progressing, it is very useful to organize one's own thoughts in a written form and at the same time evaluate chances, possibilities and potential difficulties which may occur. The tools which not only help in shaping the business idea but also can be used as support during meetings with potential investors or business partners are presented below.

2.4.1 SWOT analysis

The SWOT analysis, also known as SWOT matrix, is a tool used to determine and analyse business operations. SWOT is an acronym which stands for Strengths, Weaknesses, Opportunities and Threats. There are different perspectives from which the factors are examined. Strengths and Weaknesses are considered to be internal factors describing processes which occur in the company or qualities possessed by the entrepreneur. Opportunities and Threats are external factors such as conditions on the local or global market, laws and rules which apply to entrepreneurs and political or social situation. Moreover, Strengths and Opportunities are helpful while Weaknesses and Threats are harmful.

The outcome of SWOT analysis is knowledge of how the strengths can be expanded, weaknesses removed, opportunities utilized and threats defied. See TABLE 3 for example analysis made for the company run by a foreigner. (Becoming an Entrepreneur in Finland 2011, 15.)

TABLE 3. Example of a SWOT analysis

	Helpful	Harmful	Analysis
Internal	Strengths - Good knowledge of Polish market and language - Fluent English language - Good education basis - Personal situation in favour of committing to the business	Weaknesses - Limited knowledge of Finnish language - Limited budget - No practical experience in running own business	The factors influencing company's success or failure seem to be in balance, however, after analysis it can be noticed, that part of the weaknesses can be neutralized by strengths and opportunities. The impact of limited knowledge of Finnish language or lack of practical experience in running own business can be diminished with English language skills and good support from public and private organizations towards micro and small companies. There is always a possibility of personal and professional development, e.g. participating in practical courses about managing and running own business or Finnish language course, which can benefit the company's development and its chances for success. Considering limited budget, there are several options for new entrepreneurs to apply for funding such as grants, subsidies or loans. The business seem to have good chances to succeed although it will require hard work, patience and creativity.
External	Opportunities - No competition on the local market - Good support from public and private organizations towards micro and small companies	Threats - Experienced companies from other regions can enter the local market - Political and social approach towards foreigners	

2.4.2 Business plan

A business plan can be completed before setting up the company to clarify different ideas, to get to know the processes in the company, to research the market, customers and competition as well as to provide financial calculations and estimation for the future. It is a great tool to be used not only inside the organization, but also outside when applying for funding or searching for investors and partners.

The general outcome of the business plan is to provide practical implementation of business idea. (Becoming an Entrepreneur in Finland 2011, 10-14.)

There are several elements which have to be included in a written formal business plan, yet if the dossier is prepared for external entities, it is important to remember that investors and other readers of business plans are considered to be busy individuals. Because of this fact, the most important sections are Executive Summary at the beginning of the document, where all the other chapters are summarised, and the financial calculations at the end of it, where the initial investments, profitability estimations and sales projections are provided. Those two components have to convince the reader to get acquainted with the whole file. In the statements between Executive Summary and financial calculations, one's own capabilities and business idea have to be presented together with a careful analysis of the industry, target market, customers and competitors. Moreover, it is crucial to show potential risks which the enterprise may face, demonstrate future strategies for development and provide a marketing plan. (Abrams & Barrow 2008, 49-287.)

2.5 Start-up grants

The most common struggle among new entrepreneurs is the lack or insufficiency of financial resources to start or maintain initial operations on the desired level. One may have an excellent business idea and a great theoretical plan of implementing it but without a certain amount of money, proceeding will be impossible. There are several options for getting funding and support. More and more companies and organisations provide advantageous offers for entrepreneurs. Getting a loan from a bank and a loan guarantee from Finnvera is one opportunity but this section presents possibilities of getting nonreturnable funding.

2.5.1 Te-services & ELY-keskus

It is possible to apply for a start-up grant from Te-services in order to secure one's own income during initial period of business operations. However, the support

cannot be issued for a longer period of time than 18 months. A new entrepreneur can be qualified for funding on the condition that he or she is an unemployed jobseeker or is not unemployed, but establishing a company after a certain time of education, being employed or working at home. There are other requirements which need to be fulfilled in order to receive money. One has to become a full-time entrepreneur, prove that subsidy is essential for one's own wellbeing and that company will not be started unless the grant is provided. It will be verified that self-employment is a good option for the applicant and that required skills and qualifications are possessed. Moreover, planned business should have possibilities for development and bring profit.

The application can be filled online via e-services or on the form (APPENDIX 1) provided by Ministry of Employment and Economy. The basic amount of the start-up grant is € 32,80 per day in 2015. Additionally, it can be increased with a supplementary grant. The amount of the supplementary grant is decided individually according to the application but it cannot be higher than 60% of the basic grant. (Startup grant 2015.)

2.5.2 Leader Group

Leader Group is an association offering support for start-up and small companies with the special aim at micro enterprises employing 1 – 2 people. The association promotes the development of rural areas as well as local products and services. There are 54 groups in Finland operating regionally aiming at elicitation of business opportunities, improving living conditions of the youth and women, sustainable development and internationalisation. The organisation provides counselling and project funding as well as organises various events for local communities.

It is possible to apply for the EU, state and municipal funding from a local Leader office. There are three types of funding such as development project, investment project and business venture. Depending on the project type, the applicant can receive support varying from 20 – 90% of the total costs. All the applications are considered individually by the local board which also provides support on different

stages of the project. (Leader Suomi 2015.) The organization responsible for local municipalities (Ylivieska, Oulainen, Merijärvi, Alavieska, Kalajoki, Kannus and Sievi) is Rieska Leader. (Rieska Leader 2015.)

2.6 Organizations and companies which help entrepreneurs

Every business idea needs an assessment from the professionals who are up to date with the current trends and market demands. Getting an opinion from a competent person on the proposed concept can help to move into the direction towards success. Furthermore, one might be stranded and lost in the formalities and procedures needed to plan, establish and expand the enterprise. At every stage of the process, it is always a good idea to seek help and guidance. This chapter presents the national and local organisations which help entrepreneurs by counselling in different matters together with providing know-how and support in practical situations.

2.6.1 Enterprise Finland

Enterprise Finland is an online platform of the Finnish Ministry of Employment and the Economy providing complex services for future and experienced entrepreneurs. It contains reliable information and practical tools which can be used based on current needs. The platform connects business owners with official authorities and consists of an extensive database of laws and forms needed in different situations. Logging in to one's own account on the website enables to create personalised content. If information needed is not found online, it is possible to request a telephone counselling.

2.6.2 Business Oulu

Business Oulu operates in the city of Oulu, the capital of Northern Ostrobothnia region. The inhabitants of the area can seek for professional and free of charge support there regarding activities connected to business establishment and development. The organisation offers complex services from the early stages even before setting up the company. Future entrepreneurs can ask for business model assessment and get professional counselling needed to establish an enterprise. Business Oulu helps to find the best financing options and prepare all the data and documentation needed in the process. If one is thinking of expanding business activities abroad, expertise of skilled professionals who know the new market and its business culture is crucial. Moreover, the institution offers guidance when the ownership of the enterprise changes, both for investors who seek for new opportunities and the company owners who decide to sell their business, as well as practical trainings and education programmes. It is possible to schedule personal meetings with advisors in Oulu or get help via telephone or online services. (Business Oulu 2015.)

2.6.3 InnoVeturi

InnoVeturi operates in the sub-region of Ylivieska and is a part of Enterprise Finland structure. It cooperates with local authorities, Te-services, ELY-keskus and Rieska Leader providing services at all stages of entrepreneurship. Among other services, the company is organising events and fairs and helping in business and staff development in addition to project and finance management. (InnoVeturi 2015.)

2.6.4 Ylivieska technology park (YTEK)

Ylivieska Technology Park (YTEK) is an organization owned by the city of Ylivieska. It offers services similar to the ones provided by Business Oulu but the scope of its operations is focused on a smaller area. The experts are familiar with the local market and its needs, resulting in tailored advisory services. YTEK is responsible

for preparing the database of local companies and updating it on a regular basis. Furthermore, the organization rents business premises in the local area such as office spaces, warehouses or production facilities and helps to contact other representatives who also rent and sell properties. It is possible to schedule personal meetings with advisors in their office or get help via telephone or online services. (YTEK 2015.)

2.7 Forms and procedures needed to register a company in Finland

In order to register an enterprise in Finland and begin the operations in the company, a start-up notification needs to be filled. A start-up notification is a joint form of the National Board of Patents and Registration (PRH) and the Tax Administration. In this document all the data regarding the new company is entered, e.g. the name of the company, address, owner (owners), what the form of business is, when the accounting period starts, what the accounting system is etc. The start-up notification can be sent by mail to the following address:

PRH -Tax Administration

Business Information System

P.O. Box 2000

FI-00231 Helsinki, Finland

or brought personally to the PRH's Client Service, local Register Office (maistraatti), Centers for Economic Development, Transport and the Environment (ELY-keskus) or Tax Administration offices. When the start-up notification is processed by the authorities and entered in the Business Information Systems (BIS), the business ID (Y-tunnus) is obtained. Usually, it takes around two working days. When the business ID is known, it can be searched at BIS website where public information about companies is provided. (General information 2015.)

There are various forms of Start-up notification which needs to be filled depending on the form of the business which is going to be established. Although there are templates available in English language, all the official forms need to be filled either in Finnish or Swedish language. Moreover, the prices of registration vary according to the business form. See TABLE 4.

TABLE 4. Establishment documents and prices of registration according to form of business (adopted from The Register price list – handling fees 2015.)

Form of business	Establishment documents	Price of registration
Private entrepreneur	- Start-up notification: Y3	110€
General partnership	- Start-up notification: Y2 - Partnership agreement of general partnership	240€
Limited partnership	- Start-up notification: Y2 - Partnership agreement of a limited partnership	240€
Limited liability company	- Start-up notification: Y1 + appendix 1 - Memorandum of Association - Articles of Association	380€ (online via BIS: 330€)
Co-operative	- Start-up notification: Y1	380€

Start-up notifications have similar content which needs to be filled. The author of the thesis is planning to establish a company as a private entrepreneur and thus, the form Y3 will be described in more detail. In the appendices a sample form can be found (APPENDIX 2).

At the beginning of the start-up document the name of the company has to be provided. The name has to be suitable for business operations and unique. That is why after submitting the application, the company's name will be assessed by the officers and determined whether it can be used. It is recommended to provide alternative names in case the first one is too similar to one already existing. It is possible to provide additional auxiliary names or the translation of name into a foreign language.

The following sections of the application consist of personal details, address information and accounting period dates. Furthermore, entrepreneurs can request the registration in Trade Register, VAT Register, Prepayment Register, Employer Register and as a payer of tax on insurance premiums. For rules of entering the VAT Register, see section 2.8.1 Value added tax (VAT).

In the subsequent fields, the main sector of business has to be determined and operations starting date provided. Next, there are two places for filling the personal data of a person or a company which can provide the Tax Office with detailed

information. One can input additional information, if needed and then the date, signature and telephone number has to be given.

If the company is a subject to VAT payment and registration, additional information regarding this matter has to be delivered. One has to determine what kind of an accounting system will be used in the firm and what the estimated income and sales amount would be.

2.8 Taxation

2.8.1 Value added tax (VAT)

VAT is a consumption tax applied on products and services. When selling them, the trader is obliged to add VAT to the price, collect it and pay to the state. It is important to remember that the registration in VAT Register is obligatory for entrepreneurs who operate in the business area where payment of VAT is crucial, e.g. running a retail store, or when the turnover of the company during 12 months exceed 8 500 €. Otherwise, the entrepreneur can voluntarily enter VAT Register.

The standard rate of VAT in Finland is 24% in 2015. Furthermore, reduced rates of VAT apply and in 2015 in Finland are as following:

- 14% – food, animal feed, restaurant services, meal catering services
- 10% – books, medicine, services relating to physical exercise and sports, movies, entrance to cultural events and to entertainment events, transport of passengers, accommodation, TV licenses. (Value Added Tax 2015.)

2.8.2 Income taxation in different business forms

Private entrepreneur

Part of the earnings can be taxed as capital income and part as earned income. Capital income is taxed 30% when the earnings do not exceed € 30 000 and 33% when the earnings exceed € 30 000.

General partnership

After the profit is distributed between the partners, it is taxed as in the case of private entrepreneur – part of the earnings can be taxed as capital income and part as earned income. Capital income is taxed 30% when the earnings do not exceed € 30 000 and 33% when the earnings exceed € 30 000.

Limited partnership

After the profit is distributed between the partners, it is taxed as in the case of private entrepreneur – part of the earnings can be taxed as capital income and part as earned income. Capital income is taxed 30% when the earnings do not exceed € 30 000 and 33% when the earnings exceed € 30 000.

Limited company

Limited companies pay 20% tax on their operation.

Co-operative

Co-operatives pay 20% tax on their operation.

(Income taxation 2015.)

2.8.3 Tax account

Tax account is an account where the returns from Periodic Tax Returns and charges paid by individual reference number are recorded. There are different types of tax account e. g. VAT, employer's contribution, lottery tax etc. (Tax Account 2015.)

There are two types of records in tax accounts: liabilities and credits. After filling the Periodic Tax Return, the amount of reported upcoming tax will be recorded as a liability in the account. When the payment of this tax will be made by using the individual reference number, the amount will be recorded as a credit. (Tax Account 2015.)

There are other records treated as liabilities, such as debit orders and decisions on correction of refund, if they are a result of amounts owed, late filing penalties and late payment interest. (Tax Account 2015.)

Furthermore, there are other records treated as credits, such as refundable amounts as reported on Periodic Tax Return, refund decisions and adjustment of debited tax, if they are a result of the amounts to be refunded and credit interest. (Tax Account 2015.)

2.9 Self-employed persons' pension insurance (YEL)

Every self-employed entrepreneur aged between 18 and 67 is obliged to be insured within Self-employed persons' pension insurance (YEL). The obligation also applies to the owner's family members who work in the company. Based on the YEL's insurance, retirement pension will be paid as well as various benefits and allowances such as sickness benefit, maternity and paternity allowance, unemployment benefit or rehabilitation allowance. (Becoming an Entrepreneur in Finland 2011, 37.)

After four months of continuous operations, the insurance has to be taken within six months from the date of starting the company or if the entrepreneur's income is more than 7 502,14 € (data for the year 2015). (Varma 2015.)

A base for YEL should be calculated by comparing the work effort of the entrepreneur and the actual hours worked in the company with the standard salary which would be paid to an employee on a similar position. (Holopainen 2009, 131-132.)

In 2015, the YEL rates are as follows: 23,7% of the earnings for people under 53 years of age and 25,2% of the earnings for people who are 53 years old and older. There is a 22% discount for new entrepreneurs which is deducted for 48 months. (Varma 2015.) The simulation of YEL insurance payments can be found in the TABLE 5.

TABLE 5. Simulation of YEL insurance premiums

			Earnings/ month	
			1 500,00 €	4 000,00 €
YEL rate	<53 years	23,700%	355,50 €	948,00 €
	≥53 years	25,200%	378,00 €	1008, 00 €
YEL rate for new entrepreneurs	<53 years	18,486%	277,29 €	739,44 €
	≥53 years	19,656%	294,84 €	786,24 €

It is possible to pay insurance premiums in 1-4, 6 or 12 instalments although half of the yearly insurance amount must be paid before August. The payments must be made until the 20th of agreed month(s) or the penalty interest which equals to 8,5% will be added. The YEL insurance can be fully deducted in taxation. (Holopainen 2009, 132-133.)

3 MANUFACTURING AND IMPORT OF WOODEN PRODUCTS

In the following chapter, the author's own experiences are described regarding the development of a particular business idea, the advantages and difficulties connected to it are presented and the research methods and projected outcomes are shown. The data provided is general and descriptive rather than detailed in order to keep the business idea and research outcomes from a broader public. Until the idea is implemented and the business started, it seemed wise not to reveal too much information in order to avoid competition. It is expected that even without providing thorough figures, experiences and methods described will be valuable for students and entrepreneurs in a similar situation.

3.1 Development of the business idea

The author's initial business idea was to pursue a hobby and turn it into a profitable company. Designing and producing hand crafted decorations, clothes and jewellery was a nice and relaxing way of spending free time. Getting a salary from an activity one enjoys seemed to be a good plan. After the analysis of the local market and one's own observations it was discovered that the products were not unique enough to attract attention and that many other people in Ylivieska and the region had a similar hobby. It was noticed, that even if a group of people is interested in making their own hand crafted products, they might not necessarily buy others' work. The business idea was dropped.

Sometime later, a niche was discovered in education services for children and adults. However, at the very beginning of idea implementation, an obstacle occurred. The lack of necessary qualifications in the field of education stopped the process of establishing the company yet the idea still might be followed in the future when suitable training is completed and numerous competences achieved.

The most realistic concept came from a real life observation and comparison of products offered on Polish and Finnish market and the significant difference in the final prices. It was noted that printed materials manufactured in Poland are much cheaper than in Finland, whereas, the quality remained similar or higher in some cases in favour of Polish goods. Deeper examination of the subject showed that instead of printed materials, the focus should be on wooden products as they were more wanted by the Finnish customers and the designs offered in Poland were more interesting and different from the ones available locally. Seeking for potential partners and suppliers in Poland together with research of Finnish wood industry helped to find another market niche and the business idea was improved. It was realised that it would be more profitable to manufacture part of the products in Ylivieska and import other products from Poland, thus the future business operations were divided into two sections. It was discovered further that apart from manufacturing and import of products, the company should offer complementary services related to wood industry.

3.2 Market research and customer analysis

The author of the thesis comes originally from Poland but has been living and studying for several years in Ylivieska, a city located in the region of Northern Ostrobothnia in Finland. Studying and living in Finland enabled to learn and experience Finnish culture, make important connections and start the integration process into society. As a result, the most logical location for the company's premises was Ylivieska, a place well known and familiar. At the same time, the country of origin was not forgotten and business opportunities between Finland and Poland were investigated.

When the business idea was ready, it was important to analyse the overall national economic situation in Finland which was favourable for entrepreneurship. Then, the business sector in which the future company was going to operate was investigated. Wood industry plays a significant role in the Finnish economy and while comparing the national situation with a condition of Ylivieska region, a potential for company establishment, growth and future development was recognised.

Ylivieska is a town located in the region of Northern Ostrobothnia in Finland. Its area was 569 km² and population was 14 748 inhabitants in 2013. Almost 1% of the population of Ylivieska are foreigners. The city is located at the intersection of railroads and the main roads 27 and 86. Ylivieska is considered a centre of commerce because it attracts around 75 000 customers from the region and it is known as the city of trade and services since approximately 75% of jobs are in the service sector. The most important areas of business are car sales and manufacturing industries such as mechanical wood industry, metal industry and engineering industry. In 2012, there were 938 corporate offices in Ylivieska. (Ylivieska 2015.)

After the market analysis, it was crucial to determine potential competition. A list of companies operating in Ylivieska was obtained from YTEK database and research of the products and services offered was conducted. It was discovered that no enterprise operating on the local market offered products and services which were intended to be introduced. Nevertheless, an existing company in the similar field with a strong position and loyal customers could develop the business area which was planned to be presented by the author's future company and benefit from it. Defining the advantages of one's own products and services and marketing them to the customers as potentially beneficial was an action which a new player on the market had to deal with.

It was helpful to examine and benchmark marketing strategies of the companies operating in the chosen field. Such companies from distant locations were not considered as the most threatening competition, although there was a risk of their expansion to closer markets and attracting local customers with their possible offer.

Once the market was researched and the competition determined, the target customers were distinguished from the total population of Ylivieska and the region. It was observed that it would be advantageous for the company to divide the customers into two groups: corporate customers and private customers, as the approach towards them was different. The next step was to match and adapt products and services to the needs of each group.

3.3 Determination of products and services

A market analysis provided the author with the information about customer buying behaviour and possible demand and supply of the products and services. Changing trends were observed and it helped to determine product range satisfying customers' needs.

A variety of products were considered to be presented for the future customers, yet the market testing will take place after the initial production. The products will differ in sizes, shapes and final price as well as the purpose of their use. An advantage, comparing to the competitor's offer will be the possibility to fully personalise and tailor the products according to consumer's needs.

It was observed that in both customer groups, it would be wise to distinguish between cheaper products bought in larger quantities and more expensive products bought in smaller quantities. Such differentiation will simplify the process of choosing suitable merchandises according to the current needs.

Pricing plays an important role in the product and service perception by the customers. The aim was to propose reasonable prices lower than competitors' while using high quality materials which would result in end products attracting attention. The general pricing principle was to add a gross margin to the purchase price or to the manufacturing cost which will make the price appealing for the customer, yet it would be profitable for the company.

3.4 Investigation of processes existing in the company

Manufacturing and import of wooden products will play the most significant role in the company's operations. Those two processes will be considered to be the core of the organisation's operations while other processes will support the core processes.

After it was determined that the best option for business success would be to manufacture part of the products within the company's premises, the search for the right tools began. Professional machinery needed to be obtained together with suitable software and know-how. The technology available on the market exceeded the budget estimated for investments but a design provided within associated project gave the choice to build the needed equipment at lower cost. Moreover, the investigation of the right suppliers for raw materials begun and several possibilities were considered.

The second important process in the enterprise will be to properly market the products and services through the right channels. From the beginning of a company's operations, a website and social media profile will be established and maintained. The company will be promoted at fairs, local events and personal meetings with potential corporate customers. Moreover, advertisements in the local media will be published and catalogues presented.

It will be possible to place an order through different media: personal order at the company's premises where sample products will be displayed, order via phone from delivered catalogue or order via e-mail from the catalogue available on-line. Additionally, it will be possible for private customers to buy some of the products at second-hand stores which are extremely popular in Finland.

3.5 Calculations and forecasts

In most cases, financial issues are the most difficult to handle for a new entrepreneur at the beginning of company's operations. Limited resources for investments can slow down the development or even establishment of the organization. It is important to estimate how much money will be needed in order to start and continue processes before the first income arrive. If personal funds are insufficient, one can seek for partners and investors or apply for start-up funding. Another option is to take a loan.

Before calculating the initial investment which will be needed to start a company and maintain it for a period of time without income, it is recommended to study monthly and yearly costs connected to the operational activity.

When considering the various costs which occur during a company's operations it is good to use ready tools and calculation sheets provided by national organisations and private companies. For entrepreneurs who just start their journey towards managing one's own company, not all the cost can be obvious and clear. One may think that assessed budget is well prepared, yet in real life the cost might be much higher than estimated. From the author's own experience it can be learned that even if planning of costs seemed to be realistic and well prepared, after checking the final budget and comparing it with external tools, it was quickly visible that some significant costs had been forgotten. It was noted that it is better to overestimate the costs and have a higher budget prepared than to face shortages of money and difficulties connected to it. One should not forget to include one's own salary and YEL insurance premiums to the calculation. Some examples of business costs which can occur during the year are shown in GRAPH 1.

BUSINESS COSTS IN A YEAR (VAT 0 %)	
Instalment of loans and accent	
- Interest in Euros	
- Capital of loans in the end of the year	
Annual costs of Part payment	
Wages and salaries of employees	
- Monetary wages in month	
- number of months	
Social costs etc. % of Wages	40 %
Entrepreneur's Pension Insurance (YEL), non-mandatory pension fees	
- YEL-wages, basis for the pension (yearly wages)	
- YEL-percent in the calculation	
- non-mandatory pension insurance premiums	
Other indirect employee cost	
- YEL-entrepreneurs accident and life insurance fees	
- Membership fees of unemployment Funds for Entrepreneurs	
- other non-mandatory insurance premiums for employees	
Other staff costs	
- employee health care	
- work clothes and protection instruments	
- other optional staff cost (meal, recreation, gifts etc.)	
Costs of premises	
- rents and assessments	
- electricity, heating and water	
- reparation, cleaning, guarding, waste disposal	
Leasing rents, final instalment of the total financing	30 %
Cost of construction machines and vehicles, business use	
- fuel costs	
- maintenance and repair	
- insurance, inspection, transport, other costs	
Costs of ADP-equipment and -programs	
- equipment- and program rents, updating and maintenance	
- Purchase of ADP-equipment (operating life under 3 years)	
Costs of other machinery and equipment	
- maintenance and repair	
- purchase of machinery/equipment (operating life < 3 years), small-scale acquisition	
- other machinery costs	
Travelling expenses (fares, accommodation, meals, other travelling expenses)	
Compensation for travelling expenses	
Marketing costs	
- advertisements, printed matter	
- Other marketing costs	
Administrative services	
- hired staff, legal services, consulting service, other administrative costs	
- bookkeeping, financial administration, auditing	
Knowledge acquisition (papers, books, membership fees)	
Costs of communication and monetary transactions	
- tele- and data communication	
- post and courier costs	
- monetary transactions	
Insurance premiums (liability-, loss-of-profit-, other insurances)	
Office supplies	
Other costs (discussion, vehicle costs in private use, other costs)	

GRAPH 1. Business costs in a year (adopted from Yritys Tulkki 2015.)

An important calculation for future business is sales estimation. One should carefully set the price of the products and services based on the cost input and gross margin as well as analyse the sales amount based on the demand of the customers and supply which can be achieved. It is good to simulate how sales will influence the profitability of the company. Sometimes only a small change in a unit price can make

a significant difference or it could be realised that the goal set for the sales amount per month or per year is impossible to be meet in real life.

The final calculation is a profit and loss statement. It shows whether the business is profitable or bringing the loss on its operations. In the calculation, labour costs, operating expenses and purchases are specified together with income from sales and services. Afterwards, when the numbers are provided, costs are subtracted from the income and if the number is positive, the company is considered to be profitable. Consequently, when the number is negative, the company is making a loss on its operations.

When calculating the costs, sales and profitability of the company, it is important to make forecasts for the future. Forecasts can be made based on one's own estimation e.g. 5% of cost rise per year, 30% of sales increase per year, or based on the past actions, e.g. increase in sales during a specific period of time, customers' buying patterns or received orders. For a sample profit and loss statement with two years forecasts, see GRAPH 2. In the calculation, it was assumed that the cost will increase by 5% per year and that the purchases and sales will increase by 30% per year.

Specification of costs	month	year (2016)	2017	2018
Labour costs	€ 1 780,00	€ 21 360,00	€ 28 440,00	€ 35 550,00
Entrepreneur's personal income	€ 1 500,00	€ 18 000,00	€ 24 000,00	€ 30 000,00
YEL premium	€ 280,00	€ 3 360,00	€ 4 440,00	€ 5 550,00
Operating expenses	€ 850,00	€ 10 200,00	€ 10 710,00	€ 11 245,50
Rental fees	€ 300,00	€ 3 600,00	€ 3 780,00	€ 3 969,00
Travel expenses	€ 100,00	€ 1 200,00	€ 1 260,00	€ 1 323,00
Marketing	€ 100,00	€ 1 200,00	€ 1 260,00	€ 1 323,00
Accounting	€ 100,00	€ 1 200,00	€ 1 260,00	€ 1 323,00
Expert services	€ 50,00	€ 600,00	€ 630,00	€ 661,50
Post, telephone, Internet	€ 50,00	€ 600,00	€ 630,00	€ 661,50
Software leasing	€ 50,00	€ 600,00	€ 630,00	€ 661,50
Office and administration	€ 50,00	€ 600,00	€ 630,00	€ 661,50
Other	€ 50,00	€ 600,00	€ 630,00	€ 661,50
Purchases	€ 1 000,00	€ 12 000,00	€ 15 600,00	€ 20 280,00
TOTAL COSTS	€ 3 630,00	€ 43 560,00	€ 54 750,00	€ 67 075,50
Income	month	year (2016)	2017	2018
Sales	€ 2 500,00	€ 30 000,00	€ 39 000,00	€ 50 700,00
Services	€ 1 500,00	€ 18 000,00	€ 23 400,00	€ 30 420,00
TOTAL INCOME	€ 4 000,00	€ 48 000,00	€ 62 400,00	€ 81 120,00
Profit/Loss	€ 370,00	€ 4 440,00	€ 7 650,00	€ 14 044,50

GRAPH 2. Profit and loss statement with two years' forecast

4 CONCLUSIONS

After investigating the theoretical concept of entrepreneurship, the economic situation in Finland and the market of Ylivieska region, business opportunities were discovered. For the author, it was helpful to research formal procedures and issues related to business establishment and development.

A conclusion which can be recognised at the very beginning of entrepreneurial activity is that it is worthy to pursue various ideas, investigate options connected to them and not limit oneself to only one and in one's own's opinion true point of view. Advice from more experienced professionals or just a different approach towards the same problem may open new possibilities which were not initially considered. Establishing one's own business can be a long process when a careful analysis and market research needs to be done. Although, one should not forget that the economic situation can change, competition may catch up with the business idea and the niche which was discovered and investigated, may not be a niche anymore.

Many foreigners who study and live in Finland find the Finnish language is extremely difficult to learn. At the same time, the level of English language in the Finnish society is high enough to enable everyday life communication. During the investigation conducted for this thesis and a future company, it was possible to find most of the information in English language. The official websites of Finnish authorities provided with necessary information, yet sometimes it was just a summary of a longer text provided in Finnish. While on the national level the information was easily accessible, the websites of local organisations were mostly in Finnish. From a perspective of a foreign student and resident, not being fluent in Finnish might be a problem when establishing one's own company. Even though it is possible to find information, forms and help in English, the official communication between entrepreneurs and the Finnish state is either in Finnish or Swedish. As an example, the Start-up notification can be reminded. On the official website of Finnish Patent and Registration Office it is possible to find forms in English (see APPENDIX 2) but it is highlighted that the following form is only a template which can be used as help when filling the form in Finnish or Swedish. Moreover, it is possible to choose

a language of communication with the authorities, nevertheless, the choice is limited only to official languages (Finnish and Swedish). From one's own experience it can be noted that limited knowledge of the Finnish language can be an obstacle in business life but one should not be discouraged by this fact. A good entrepreneur should always develop oneself and the business. In a case of foreign entrepreneur it can mean learning more Finnish language.

When it comes to financial issues of the company, a logical assumption can be that it is better to overestimate the costs and underestimate the sales. By this statement it is meant that it is better to be rather pessimistic and prepared for more costs and expect smaller income. Of course, one should do his or her best to achieve the goals which are set, yet at the same time be aware of the risks which may arise and try to prepare for them. It is better to consider what can go wrong and be positively surprised when it does not happen, rather than not to take any precautions and face serious problems afterwards.

It can get difficult to keep a balance between pursuing new opportunities in the company and taking risks involved in this actions as they can jeopardise the firm's position and profitability. However, a careful analysis of potential outcomes, a good support structure and believing in one's own success can help in developing into new directions and becoming a prosperous entrepreneur.

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APPENDICES

APPENDIX 1/1



TE-palvelut
tjänster | services

HAKEMUS STARTTIRAHASTA

☐ työtön työnhakija ☐ palkkatyössä oleva ☐ opiskelija ☐ kotityössä oleva ☐ muu hakija

Starttirahapäätöksen tekee työ- ja elinkeinotoimisto. Ota yhteys ennen starttirahahakemuksen jättämistä työ- ja elinkeinotoimistoon. Tutustu lomakkeen täyttöohjeisiin (s. 6-7).

Hakijan tiedot	Suku- ja etunimet		Henkilötunnus
	Lähiosoite	Postinumero	Postitoimipaikka
	Kotikunta	Puhelinnumero	
	Ammattinimike ja tutkinto		Sähköpostiosoite
Starttirahakausi	Starttirahaa haetaan ajaksi / 20 - / 20		
Työkokemus ja yrittäjäkokemus	Merkitse ammattinimike, työnantajan nimi, työtehtävät sekä aika (alkoi, päättyi: päivämäärät)		
Yritystoimintaa tukeva koulutus	Merkitse tutkinto, tutkinnon/koulutuksen nimi, pääaine/linja, oppilaitos sekä aika (alkoi, päättyi: päivämäärät). Merkitse myös vrittäivvttä tukevat kurssiohjelmat. niiden kestot sekä pääsisällöt.		
Suunnitellun yrityksen nimi	Nimi Osoite Postinumero Postitoimipaikka Puhelinnumero		
Yritysmuoto ja osakkaat sekä omistusosuus	Merkitse yritysmuoto, osakkaat, nimi, henkilötunnus tai yrityksen Y-tunnus ja omistusosuus.		
Hakeeko joku muu starttirahaa ko. yritystoimintaan?	Nimet ja osoitteet		
Toimiala			

Liikeidea	Liikeidea, sen vahvuudet ja heikkoudet? Mikä on tuotteesi/tarjoamasi palvelu? <div></div>
Toiminta	Miten aiot toimia? Toimitilat? Tarvittava työvoima? <div></div>
Tuotanto	Mitä tuotantovälineitä tarvitset? <div></div> Mistä hankit raaka-aineet/tuotteet? <div></div>
Asiakkaat ja markkina-alue	Ketkä ovat asiakkaitasi? Kuinka paljon asiakkaitasi on? <div></div> Missä asiakkaat sijaitsevat? Mitkä ovat heidän ostotottumuksensa? <div></div>
Markkinointi	Miten markkinointi järjestetään? <div></div> Mistä markkinointikustannukset muodostuvat? <div></div>
Tuotteiden/ palveluiden jakelu	Miten tuotteiden/palveluiden jakelu järjestetään? <div></div>
Vahvuudet ja heikkoudet suhteessa kilpailijoihin	Kilpailevat yritykset ja niiden toimipaikat? <div></div> Kilpailevat tuotteet/palvelut? <div></div> Kuinka aiot selviytyä kilpailussa ja missä ovat suurimmat riskit? Kuinka varaudut riskeihin? <div></div>
Toimenpiteet toiminnan käynnistämiseksi	Mitä toimenpiteitä olet tehnyt yrityksen toiminnan käynnistämiseksi tähän mennessä? <div></div>

Suunniteltu rahoitus	Pääoman tarve	Euroa
	investoinnit (rakennukset, koneet, kalusteet)	
	käyttöpääoma (1-2 kuukauden kulut + käteisvarat)	
	kustannusylitysvaraus	
	Yhteensä	
Rahoitus		Euroa
	oma osuus	
	muiden sijoitukset yritykseen	
	lainat, myöntäjä	
Avustukset ja tuet		
	<input type="checkbox"/> ELY-keskus, mainitse vastuualue ja tuen nimi	
	<input type="checkbox"/> Muu, mikä	

Kohdat toiminta- suunniteltu rahoitus voidaan korvata erillisellä liiketoimintasuunnitelmalla.

Kannatta- vuuslaskelma ja liikevaihto		Vuosi/€	
	TAVOITETULOS (netto)		+
	Lainojen lyhennys		+
	TULOT VEROJEN JÄLKEEN		=
	Verot		+
	Rahoitustarve (br. tulot)		=
	Yrityslainojen korot		+
	Käyttökädetarve 1		=
	KIINTEÄT KULUT (ilman arvonlisäveroa ALV)		
	Yrittäjän eläkevakuutus (YEL)		+
	Muut vakuutukset		+
	Työntekijöiden palkat		+
	Palkkojen sivukustannukset (n. 30%)		+
	Vuokrat		+
	Sähkö, vesi, lämpö		+
	Työkalut		+
	Kirjanpito		+
	Puhelin, posti		+
	Toimistokulut		+
	Matkakulut		+
	Markkinointi		+
	Koulutus		+
	Lehdet ym. sellaiset		+
	Muut mahdolliset kulut		+
	KIINTEÄT KULUT YHTEENSÄ 2		=
	MYYNTIKÄTETARVE 1+2		=
	Ostot (ilman ALV:a)		+
	LIKEVAIHTO		=
	Arvonlisävero (ALV 24% edelliseen)		+
	KOKONAISMYYNTI/LASKUTUS		=
	Tämän kohdan tiedot voi korvata erillisellä kannattavuuslaskelmalla.		

Kirjanpito ja talouden suunnittelu	Miten aiot hoitaa kirjanpidon? <div></div> Tarvitsetko neuvontaa tilinpäätöksen suunnitteluun, budjetointiin tai johonkin muuhun? <div></div> Lisätietoja <div></div>																								
Starttirahan maksamisen estävät korvaukset, tuet ja etuudet	Maksetaanko Sinulle seuraavia korvauksia, tukia tai etuuksia: 1. palkkaa tai korvausta tekemästasi yritystoimintaan liittymättömästä työstä? Palkkana pidetään myös vuosilomajan palkkaa ja irtisanomisajan palkkaa sekä työttömyysturvalain 3 luvun 6 §:n 1 momentissa tarkoitettua taloudellista etuutta, jonka on katsottava turvaavan kohtuullisen toimeentulon. <input type="checkbox"/> kyllä <input type="checkbox"/> ei 2. julkista tukea omiin palkkauskustannuksiin? <input type="checkbox"/> kyllä <input type="checkbox"/> ei 3. työttömyysturvalain (1290/2002) mukaista työttömyysetuutta? <input type="checkbox"/> kyllä <input type="checkbox"/> ei 4. sairausvakuutuslain (1224/2004) mukaista sairauspäivärahaa tai osasairauspäivärahaa tai kansaneläkelain (568/2007) mukaista työkyvyttömyyseläkettä tai kuntoutustukea taikka täyden työkyvyttömyyden perusteella maksettavaa etuutta jonkin muun lain nojalla? <input type="checkbox"/> kyllä <input type="checkbox"/> ei 5. kansaneläkelain tai työeläkelakien mukaista vanhuuseläkettä tai varhennettua vanhuuseläkettä? <input type="checkbox"/> kyllä <input type="checkbox"/> ei 6. työttömyyseläkettä? <input type="checkbox"/> kyllä <input type="checkbox"/> ei 7. sairausvakuutuslain mukaista äitiys-, erityisäitiys-, isyys- tai vanhempainrahaa taikka erityishoitorahaa? <input type="checkbox"/> kyllä <input type="checkbox"/> ei 8. maatalousyrittäjien luopumistuesta annetun lain (1293/1994) tai maatalouden harjoittamisesta luopumisen tukemisesta annetun lain (612/2006) mukaista luopumistukea? <input type="checkbox"/> kyllä <input type="checkbox"/> ei 9. Kansaneläkelaitoksen kuntoutusetuuksista ja kuntoutusrahaetuuksista annetun lain (566/2005) tai työntekijän eläkelain (395/2006) 1 luvun 3 §:ssä tarkoitettujen lakien, eläkeohjesäännön tai eläkesääntöjen mukaista kuntoutusrahaa taikka ansionmenetykskorvausta tapaturmavakuutuksen, liikennevakuutuksen tai sotilasvammalain (404/1948) kuntoutusta koskevien säännösten perusteella? <input type="checkbox"/> kyllä <input type="checkbox"/> ei 10. julkisesta työvoima- ja yrityspalvelusta annetun lain (916/2012) mukaista koulutustukea? tai <input type="checkbox"/> kyllä <input type="checkbox"/> ei 11. opintotukilain (65/1994) mukaista opintotukea? <input type="checkbox"/> kyllä <input type="checkbox"/> ei																								
De minimis-tuki*)	Starttiraha myönnetään de minimis-tukena. Onko hakijalle tai ko. yritystoimintaan myönnetty kuluva ja kahden edellisen verovuoden aikana de minimis -tukea? (ks. hakemuksen alaosa) <input type="checkbox"/> ei <input type="checkbox"/> kyllä, tarkempi selvitys taulukossa <table border="1" data-bbox="523 1485 1447 1653"> <thead> <tr> <th></th><th>Tuen laatu (esim. avustus tai korkotuki)</th><th>Tuen määrä (euro)</th><th>Myöntämispvm</th><th>Tuesta maksettu (euro)</th><th>Maksupvm</th></tr> </thead> <tbody> <tr> <td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr> <td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr> <td></td><td></td><td></td><td></td><td></td><td></td></tr> </tbody> </table>		Tuen laatu (esim. avustus tai korkotuki)	Tuen määrä (euro)	Myöntämispvm	Tuesta maksettu (euro)	Maksupvm																		
	Tuen laatu (esim. avustus tai korkotuki)	Tuen määrä (euro)	Myöntämispvm	Tuesta maksettu (euro)	Maksupvm																				
Päiväys ja allekirjoitus	Vakuutan, että tässä hakemuksessa ja sen liitteissä antamani tiedot ovat oikeita. Lisäksi suostun siihen, että työ- ja elinkeinotoimisto voi pyytää starttirahahakemuksestani ulkopuolisen asiantuntijan lausunnon. Paikka ja aika <div></div> Allekirjoitus ja nimenselvennys <div></div>																								

Yritystoimintaa ei saa aloittaa ennen kuin työ- ja elinkeinotoimisto on tehnyt päätöksen starttirahan myöntämisestä.

***j) De minimis –tuki (ns. vähämerkityksinen tuki)**

Yrityksille voidaan kohdistaa julkista tukea de minimis –tukena enintään 200 000 euroa kuluva ja kahden edeltävän verovuoden aikana. Pääsäännöstä poiketen de minimis –tukea voidaan myöntää vain rajoitetusti seuraaville toimialoille, kalastus- ja vesiviljely (de minimis –raja 30 000 euroa) ja maatalouden alkutuotanto (de minimis –raja 7 500 euroa). Maantieliikenteen alalla ko. asetuksen mukainen enimmäismäärä on 100 000 euroa. Lisäksi pääsäännöstä poiketen de minimis –tukea ei voida myöntää lainkaan kivihiili-toimialalle sekä vientitukiin ja kotimaisten tuotteiden suosimiseen tuonnin kustannuksella. De minimis –tukea ei voida myöntää myöskään vaikeuksissa olevien yritysten tukemiseen (=yritys, jonka vaihtoehdot ovat yrityssaneeraus tai konkurssi). Tuen saaja vastaa siitä, että eri tahojen (esim. ministeriöt, ministeriön alaiset viranomaiset, Finnvera Oyj, kunnat ja maakuntaliitot) maksamien de minimis –tukien yhteismäärä ei ylitä em. määriä.

Hakemuksen liitteet

- liiketoimintasuunnitelma ja kannattavuuslaskelma, mikäli tiedot esitetään erillisellä liitteellä
- verovelkatodistus, joka ei saa olla kolmea kuukautta vanhempi
- lainalupaus pankista tai muulta luotonantajalta, mikäli ulkopuolisen rahoituksen saanti on edellytys toiminnan aloittamiselle

TÄYTTÖOHJE

Lomake TEM 3.25: Hakemus starttirahasta (ensimmäinen starttirahakausi)

Työkokemus ja yrittäjäkokemus

Täydennä tiedot ammattinimikkeestäsi ja työkokemuksestasi. Merkitse työkokemuksesta työnantajan nimi, työtehtäväsi ja työ-/virkasuhteesi ajankohta. Jos olet toiminut aiemmin yrittäjänä, merkitse yrityksen nimi, toimiala ja yrityksen toiminta-aika. Päivämäärät merkitään muodossa pp.kk.vvvv.

Mikäli tarvittavia työ- ja koulutodistuksia ei ole esitetty TE-toimistolle aiemmin, tulee ne esittää TE-toimiston kanssa erikseen sovittavalla tavalla.

Yritystoimintaa tukeva koulutus

Täydennä tiedot tutkinnostasi. Merkitse tutkinnon/koulutuksen nimi, pääaineesi/linjasi sekä oppilaitoksen nimi ja koulutuksen suorittamisen ajankohta. **Merkitse myös yrittäjyyttä tukevat kurssiohjelmat, niiden kestot sekä pääsisällöt.**

Suunnitellun yrityksen nimi

Merkitse **suunnitellun** yrityksen nimi (pakollinen) ja yhteystiedot (jos tiedossa). Jos olet ostamassa yritystä tai jatkamassa yritystoimintaa, esimerkiksi sukupolvenvaihdon tai omistajavaihdon myötä, merkitse myös Y-tunnus nimikenttään.

Yritysmuoto ja osakkaat sekä omistusosuus

Merkitse yrityksen yritysmuoto. Jos yrityksessä on muita osakkaita, yhtiömiehiä tai jäseniä, merkitse heidän nimensä, henkilötunnuksensa tai yrityksen Y-tunnus ja omistusosuutensa.

Hakeeko joku muu starttirahaa ko. yritystoimintaan?

Jos joku toinen henkilö hakee/jotkut toiset henkilöt hakevat starttirahaa saman yrityksen käynnistämiseen, merkitse tämän henkilön/näiden henkilöiden tiedot.

Liikeidea

Arvioi liikeideaasi ja yritystoimintaasi sekä niiden vahvuuksia ja heikkouksia.

Kuvaile tuotteesi/tarjoamasi palvelu.

Kirjanpito ja talouden suunnittelu

Merkitse, miten olet suunnitellut hoitavasi yrityksesi kirjanpidon ja taloushallinnon. Tarvittaessa voit täydentää selvitystäsi lisätieto-osuudessa.

Starttirahan maksamisen estävät korvaukset, tuet ja etuudet

Merkitse, jos Sinulle maksetaan luettelossa olevia korvauksia, tukia tai etuuksia samalta ajalta, jolle haet starttirahaa. Tarkemmat ohjeet saat työ- ja elinkeinotoimistosta.

De minimis –tuki

Starttiraha on de minimis –tukea (laki 916/2012) 8 luvun 1 §:n 2 momentin mukaan ja myönnetty tuki huomioidaan laskennallisesti starttirahalla perustetun yritystoiminnan de minimis –tueksi. De minimis –tukea voidaan pääsääntöisesti kohdistaa yritykselle enintään 200 000 euroa kuluva ja kahden edeltävän vuoden aikana. Lisätietoa de minimis –tuesta saat oheisesta linkistä: <http://www.tem.fi/?s=497>

Merkitse tieto siitä, onko Sinulle tai, jos haet starttirahaa jo perustetulle yritykselle, esimerkiksi sukupolven tai omistajavaihdostilanteeseen liittyen, tälle yritykselle myönnetty kuluva ja kahden edellisen verovuoden aikana de minimis –tukea.

Hakemuksen liitteet

Hakemukseen tulee liittää todistus verojen maksamisesta, joka ei saa olla kolmea kuukautta vanhempi. Lisäksi hakemuksen erillisinä liitteinä voivat tapauskohtaisesti olla esimerkiksi liiketoimintasuunnitelma, kannattavuuslaskelmat, lainalupaus pankista tai muulta luotonantajalta, (esi)vuokrasopimus; jos toiminta tapahtuu vuokratiloissa, (esi)kauppa-kirja; jos kyse on omistajavaihdoksesta jne. Huomaathan, että myönteinen starttirahapäätös edellyt-

tää aina kaikkien tarvittavien liitteiden toimittamista työ- ja elinkeinotoimistoon. **Keskustele tarvittavista liitteistä etukäteen työ- ja elinkeinotoimiston kanssa.**

Suostumukset

Merkitse tieto siitä, voidaanko starttirahahakemuksesi käsittelyssä käyttää tarvittaessa TE-hallinnon ulkopuolista asiantuntijapalvelua ja hankkia tältä hakemustasi ja liiketoimintasuunnitelmaasi koskeva lausunto.

Liiketoimintasuunnitelma

Sovi aina työ- ja elinkeinotoimiston kanssa etukäteen siitä, toimitatko erillisen liiketoimintasuunnitelman tai täytätkö liiketoimintasuunnitelmaasi koskevat tiedot lomakkeeseen.

Kannattavuuslaskelmat

Sovi aina työ- ja elinkeinotoimiston kanssa etukäteen siitä, toimitatko erillisen kannattavuuslaskelman tai täytätkö kannattavuuslaskelmaa koskevat tiedot lomakkeeseen

Reset form

For official use


START-UP NOTIFICATION
Private trader / Self-employed
Y3

This form is for having your business enterprise entered in the Trade Register, VAT Register, Prepayment Register, Employer Register and the Register of payers of tax on insurance premiums and for enabling the tax office to calculate your income-tax prepayments depending on your estimated income.

Send the completed form to: PRH - Verohallinto, Yritystietojärjestelmä, PL 2000, 00231 HELSINKI

Name of business (registration priority of the names will follow the same order as you use below)	
Company Name (treated as a suggested name until the Trade Register has approved it)	
Alternative Company Name 2	Alternative Company Name 3

Domicile (a municipality located in Finland) PRH	Country of tax residence of a foreign company VH	Foreign VAT number and registration code (if you have a valid registration in a foreign country)

Other company names (fill in if needed)	
Parallel names (translations of the company name into foreign languages)	
Auxiliary Name	Description of activities under this Auxiliary Name
Auxiliary Name	Description of activities under this Auxiliary Name

Personal details (Complete the Personal Data Form.)		
Full name of the private trader		
Date of birth (dd.mm.yyyy)	Language <input type="checkbox"/> Finnish <input type="checkbox"/> Swedish	Citizenship (if not Finnish)

Address information for general use (postal or street address is mandatory)		
Postal address (street/road, house/apartment no or PO Box no)	Postal code	Town or City
Street address (street/road, house/apartment no)	Postal code	Town or City
Telephone	Mobile phone	Fax
e-mail	Website	

Accounting period	
Accounting period (dd.mm. - dd.mm.)	Start and end dates of the first acc. period (dd.mm.yyyy - dd.mm.yyyy)

Requesting registration with the Trade Register or the Tax Administration		
<input type="checkbox"/> Trade Register (enclose receipt proving you paid the fee)	<input type="checkbox"/> VAT Register	<input type="checkbox"/> Employer Register
<input type="checkbox"/> Prepayment Register	<input type="checkbox"/> Register of payers of tax on insurance premiums	

Y3

The company is established because its form of incorporation has changed (Complete the Personal Data Form.)		
Full name or Business Name of the precedent	Date of birth (dd.mm.yyyy)	Citizenship (if not Finnish)

Sector of business to be declared to the Trade Register (Give a written description only in Finnish or Swedish. Do not use code numbers.)

Main operating sector (main line of business) to be declared to the Tax Administration

Operations starting at a later date
<input type="checkbox"/> as of (date)

Who can provide the Tax Administration with further information; an individual, an accounting firm etc.?		
Name	Business ID or Finnish personal identity code	
Postal address	Postal code	Town or city
Telephone	Mobile phone	
Fax	e-mail	

Who can provide the Trade Register with further information; an individual, an accounting firm etc.?		
Name		
Postal address	Postal code	Town or City
Telephone	Mobile phone	
Fax	e-mail	

TRADE REGISTER: ACCELERATED PROCESSING REQUESTS
We normally process the completed application forms on a first come, first served basis. Exceptions are made when the applicant refers to a valid reason. Requests for accelerated processing cannot always be granted.
<input type="checkbox"/> Enclosing a written request, citing a valid reason for demanding a specific registration date.

Additional information

Please complete page 3 of this form if you selected VAT Register, Prepayment Register, Employer Register or the Register of payers of tax on insurance premiums on page 1.

Date and signature		
Date	Signature and printed name	Telephone

For a legal statement regarding the use of stored personal data, as required by §24, Personal Data Act, visit www.ytj.fi or contact the National Board of Patents and Registration / Tax Administration.

YTJ 1003e 4.2015

Basic section, page 2 (4)

To the first page

To the next page

Y3

Postal address to be given to the Tax Administration		
<input type="checkbox"/> Tick this box if your postal address is the same as the address you entered on page 1, for general, public use. <input type="checkbox"/> Otherwise write your address below.		
Postal address	Postal Code	Town or City

Registration for VAT (value-added-tax)		
Registration for VAT	VAT registration for purchases or for own use	Registration for Notification Duty for supply of services in EU
<input type="checkbox"/> as of (date)	<input type="checkbox"/> as of (date)	<input type="checkbox"/> as of (date)
VAT registration as a foreign company	Registration only for Notification Duty as a foreign company	VAT registration as a distance seller, foreign company
<input type="checkbox"/> as of (date)	<input type="checkbox"/> as of (date)	<input type="checkbox"/> as of (date)
<input type="checkbox"/> Only engaged in primary production.		

Applying for a VAT liability (Fill in Additional information on page 4 to give details.)		
Assignor of the right to use a property, §12 and §30, VAT Act (enclose rental contract)	Small-case business operator, non-profit/religious entity (§12.1, VAT Act)	Intra-Community acquisitions (§26f, VAT Act) (dd.mm.yyyy - dd.mm.yyyy)
<input type="checkbox"/> as of (date)	<input type="checkbox"/> as of (date)	<input type="checkbox"/>
Foreign enterprise (§12.2, VAT Act)	Distance sales (§63a, VAT Act)	Primary producer applies for VAT liability
<input type="checkbox"/> as of (date)	<input type="checkbox"/> as of (date)	<input type="checkbox"/> as of (date)

Exclusion from VAT (Fill in Additional information on page 4 to give details.)		
<input type="checkbox"/> Small-scale operation (§3, VAT Act)	<input type="checkbox"/> Financial services (§41, VAT Act)	<input type="checkbox"/> Non-profit/religious entity (§4-5, VAT Act)
<input type="checkbox"/> Healthcare services (§34, VAT Act)	<input type="checkbox"/> Insurance services (§44, VAT Act)	<input type="checkbox"/> Other non-VAT operations, please specify:
<input type="checkbox"/> Social services (§37, VAT Act)	<input type="checkbox"/> Fees to performing artist, royalties (§45, VAT Act)	
<input type="checkbox"/> Instructor services (§39, VAT Act)	<input type="checkbox"/> Real property rights (§27, VAT Act)	

Liability for tax on insurance premiums
Registering as liable to pay tax on insurance premiums
<input type="checkbox"/> as of (date)

Accounting system
<input type="checkbox"/> single-entry <input type="checkbox"/> double-entry

Payroll information	
Registering as an employer paying wages on a regular basis	Registering as an employer paying seaman's work income
<input type="checkbox"/> as of (date)	<input type="checkbox"/> as of (date)

VAT reporting and payment periods
Please leave blank unless your first-year sales will remain below €50,000 and you are thus entitled to longer periods of reporting/payment.
Sales for current year (This includes all selling in Finland and overseas.)
<input type="text"/> €
Desired length of reporting and payment
Please leave blank unless you want to have a shorter period than you are entitled to.
<input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly

Desired length of reporting and payment, primary producers/creators of works of art only
Please leave blank unless you want to have a different period than Yearly.
Desired length of reporting and payment
<input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly

To the first page

To the next page

Y3

Prepayment registration	
I request entry in the Prepayment Register (§25, Prepayment Act)	
<input type="text"/>	as of (date)

Details for income-tax prepayment	
Estimated sales in the first accounting period	Estimated taxable income in the first accounting period
<input type="text"/> €	<input type="text"/> €
Your other income during the calendar year (If there are many sources of income, please file Form 5010e for prepayment tax.)	
<input type="text"/> €	

[illegible]